

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary - Public

Date: 11/15/2010

GAIN Report Number: JA0521

Japan

Post: Tokyo ATO

V5 Campaign June 27th Food Education Event

Report Categories:

Market Development Reports

Approved By:

Steve Shnitzler, Director, ATO Tokyo

Prepared By:

Sumio Thomas Aoki, Senior Marketing Specialist

Report Highlights:

This report describes and evaluates the *V5 Campaign* Food Education event that was held on June 27, 2010.

Highlight

The Food Education Law (Shokuiku) was enacted because of concern about the rise in diet-related illnesses, such as cancer and heart disease, and Japan's rapidly aging society. The law calls for a series of national health campaigns to promote a balanced diet, encouraging consumers to regularly eat more fruits and vegetables in order to prevent serious illness. The V5 Campaign has developed an educational program for fifth and sixth grade children and their parents along these lines. The program provides an educational program about the history, nutritional value and benefits of vegetable, especially broccoli, celery and lettuce, through such avenues as entertaining cooking demonstration using U.S. food ingredients.

Concept

Consumption of fresh vegetables in Japan is low compared to most developed countries. Furthermore, vegetable consumption in Japan has been declining in recent years due to the diversification of the Japanese diet. Japan is one of the largest export markets for U.S. fresh vegetables, with approximately \$98 million worth of U.S. fresh vegetables exported to Japan in 2007. The country will continue to increasingly rely on imports to meet its demand for vegetables. We feel that there are a number of opportunities for U.S. vegetables in Japan.

In order to promote vegetable consumption and to develop opportunities for increased consumption of U.S. vegetables we have contracted Chef Ema Koeda. Chef Koeda was trained at the Culinary Institute of America, Greystone and thus has extensive knowledge of a variety of U.S. products and cuisines. Chef Koeda has designed broccoli, celery and lettuce recipes that also incorporate various other U.S. products that have been highlighted at events such as Foodex Japan, U.S. Embassy, Tokyo's Independence Day Party, restaurants, American fairs in Japanese supermarkets, the All Japan Chef's Association and the media. All of the events have a central theme, which is to understand the nutritional benefits and the importance of consuming more vegetables.

The most recent event took place on May 25, 2010 at the Hotel Okura Sapporo. We presented newly designed recipes using U.S. broccoli, celery and lettuce. The next event embarked on a new genre of consumers, children.

Setting-it-up

The Ministry of Education is at the forefront of food education and mandates schools to incorporate educational programs that involve food and food culture. We have been developing relationships with schools to offer our V5 Food Education Program, a program that took two years to research and develop. Our first program was presented on June 27, 2010 at Shosen Elementary School, located in Ohta-ku, Tokyo.

その味は？ Which is sweeter?

- ❖ 茎と花のつぼみ、どっちが甘い？
- ❖ (stalk or flower bud?)
- ❖ 答え 茎
- ❖ 糖やでんぷんなどの栄養分は茎に多いのです。

(葉で行われる光合成によって栄養分が作られ、茎やつぼみへ運ばれる。つぼみでは茎より糖などが呼吸作用で分解されるので、甘くない)

女子栄養大学教授・農学博士
吉田企世子・越智直美



コリン君だよ！

Figure 1 Slide from presentation

The Event

Forty-five 6th grade students assembled in their home economics classroom along with 35 parents, visiting during “Open School Day”. The class was split up into eight groups that manned stations equipped with a sink, stove and cutting area. Overall, space was a bit tight, but the students didn’t seem to mind.

Today’s program was special. Of course our V5 Food Education program was the central theme, but we also included a seven minute video from the White House. First Lady Michelle Obama told us about her garden and why she developed it. The translation and all DVD materials were provided by the U.S. Embassy’s Information Resource Center. The video is called “Inside the White House: The Kitchen Garden” and you can find it here:

<http://www.whitehouse.gov/blog/The-Story-of-the-White-House-Garden/>



Figure 2 Class Begins



Figure 3 Chef Ema Koeda

ATO's consultant chef Ema Koeda demonstrated and taught the students how to make an original recipe called American Beef on Broccoli and Celery Rice.



Figure 4 American Beef on Broccoli and Celery Rice



Figure 5 Broccoli and Celery Rice

The Program Schedule

1. Presentation: Concept of demonstration and agenda
2. Tommy's food education presentation called "Fun with Vegetables", including a simple English lesson
3. Cooking demonstration

Student Impressions

After the program, all 45 students wrote their impressions and thoughts of the presentation and cooking experience.

1. I have never thought about the origin of broccoli and celery. It was interesting to learn where they were born.
2. It was fun to learn English words at the same time as learning about vegetables.
3. I don't usually like celery, but today I was able to eat celery. I'm going to try my best to keep eating celery. (There were also two students who said the same thing about tomatoes.)
4. I liked today's recipe. The green color in the white rice was cute.
5. I'm going to ask my mother to make this recipe at home. I'm going to help her cook.



Figure 6 California Broccoli

Impressions from the Parents

1. I'm going to cook this recipe at home.
2. This recipe is a great way to include many different vegetables.
3. My children won't notice the celery if it's this recipe. I'll try it at home.
4. This was the first time to experience English in a food education program and it was wonderful.



Figure 7 Parents Enjoyed Too

Achievements

One of the goals of the V5 Campaign was to teach the nutritional benefits and the importance of eating vegetables to young consumers. This event was the first food education program from the V5 Campaign. We were able to verify that the presentation material interested the students and their comments confirmed that they retained knowledge from the presentation. Some of the students learned to like a vegetable that they refused to eat prior to the event. The students and parents were able to take the recipe home and this has the potential to lead to another opportunity for them to use U.S. vegetables and other U.S. ingredients in future cooking.